

REPORT / RECOMMENDATION



To: Park Board

Agenda Item #: VI.B.

From: Ann Kattreh
Parks & Recreation Director

Action ☒

Discussion ☐

Date: May 13, 2014

Information ☐

Subject: Request for Proposal for Park System Master Plan

Action Requested:

Approve a Request for Proposal for a consultant to facilitate the park system master planning process.

Information / Background:

The Parks & Recreation Department has a 2013 CIP project of Park Planning and Design/Parks Comprehensive Master Plan. Unfortunately the project was delayed due to a variety of factors, most notably staff time constraints. The Park Board has a related item of "Strategic planning with a comprehensive needs assessment" on their 2014 Work Plan. In addition to the Strategic Plan Working Group, staff has received review, comments and recommendations from the City of Edina Engineering, Public Works and Park Maintenance departments and City Manager Scott Neal. The attached document reflects the recommended changes and additions.

If the Park Board approves the Request for Proposal, staff will solicit potential master plan consultants in May. Interviews and consultant selection will take place in June and City Council approval will take place in late June or early July. Work could begin on the master planning process in July. The project is expected to take at least 12 months to complete.

Attachments:

DRAFT Request for Proposal for City of Edina Park System Master Plan

DRAFT Edina Park System Master Plan

The City of Edina is seeking professional planning services for the development of a Park, Recreation and Trails Systems Master Plan. This comprehensive planning document will provide a clear 20-year vision for the Edina park system and provide a basis for decision making regarding development and redevelopment of parks, local and regional trail connections, recreational opportunities, the incorporation of active living concepts and funding.

PLANNING PROCESS

- Edina Parks & Recreation Department staff, Park Board and City Council will lead the planning process in collaboration with consultants.
- Consultants will collaborate closely with Parks & Recreation Department staff, Park Maintenance staff, Park Board and others from related city departments to provide technical guidance: Engineering, Public Works, Finance, Public Safety, etc. Consultants will meet monthly with Parks & Recreation Department staff and Park Board working group.
- Park Board will serve as primary project development committee and consultants will facilitate at least six meetings with them during the course of the project. A Park Board working group has already been appointed.
- Consultants will develop a community outreach/involvement program for the project that will identify key stakeholders, potential issues, techniques, type, number and purpose of public events and meetings. A final public engagement plan will be recommended by consultant and approved by the Park Board and staff.
- Strategic planning will be coordinated with ongoing planning and design initiatives such as Three Rivers Parks/Nine Mile Creek Trail, Grandview Area planning, Fred Richards repurpose, etc.
- Planning effort will not include study of enterprise facilities (Braemar Golf Course, Braemar Arena, Edina Art Center, Centennial Lakes Park, Edinborough Park, Edina Aquatic Center). These facilities, however, should be incorporated into the master plan and facility inventory.
- Project to be completed within 12 months.

SCOPE OF WORK

- Collaborate with Edina Parks & Recreation Department and Park Board to design a plan for community outreach to develop a future vision and goals which will inform and guide the planning process. This would include a project-specific web page, either hosted by the city or consultant.

- Collect and review pertinent background information such as GIS data, aerial photography, Comprehensive Plan, Comprehensive Water Resources Management Plan, Bike Plan, Grandview Area redevelopment study, community survey, etc. to establish a base line for existing demographic and socio-economic conditions.
- Prepare project base maps (city-wide and individual parks).
- Facilitate meetings with specific park user groups and community focus groups to document and understand park use, including recreational and athletic program needs.
- Research and identify current and emerging trends in peer and aspirational communities such as integration of public art, enhancement of ecological services, life-long learning, fitness and play equipment trends, etc., and recommend potential applications to Edina's park system.
- Assess the condition of the city's existing parks including lands, trails, facilities, athletic fields and equipment related to peer and aspirational communities and accepted national standards to determine use and operations (including level of service), and identify issues and needs for repairs and upgrades.
- Develop an updated system-wide design for park signage including park identification signs, directional, way finding and regulatory messaging. (ASK COMMUNICATIONS DEPT)
- Document (w/maps, photos and text) park enhancements/amenities in each park.
**Add GIS alternate.
- Identify needs, trends, strengths, weaknesses and opportunities with our park facilities and locations.
- Identify opportunities to incorporate public art into the park system.
- Provide an inventory and pavement management plan for all trails and hard surfaces including tennis courts and basketball courts.
- Develop a draft and final implementation plan including identification of capital costs, prioritization and phasing of improvements and upgrades.

- Develop a donations plan for amenities for parks to create a consistent brand throughout the park system.
- Develop a plan, including wayfinding, for park trail and sidewalk connectivity between neighborhoods, parks and trails (Nile Mile Creek). Consider collaboration with City of Edina Engineering Department on sidewalk plans to connect neighborhoods with parks.
- Develop a graphic plan describing the draft updated park system facilities by park type (tot-lot, neighborhood park, etc.), size and primary facilities (playground, ball field, etc.) and post a draft plan for feedback on the city's website.
- Develop detailed park and recreation policies (building upon Chapter 9 of the Comprehensive Plan) to guide the parks systems' future evolution.
- Provide a review of park operations and maintenance and make recommendations to existing procedures.
- Recommend environmentally friendly solutions for the park system, including but not limited to conservation efforts, "green" technologies and sustainable land management practices.
- Prepare a Natural Resources Conservation and Management Plan to identify, restore and protect natural resources and native wildlife habitat. Provide this as an add-alternate to the Park System Master Plan.
- Prepare a draft and final comprehensive, user-friendly park system master plan report including maps, photos, diagrams, charts and narrative text to guide the implementation of the community's vision for a sustainable, 21st century park and recreation system.
- Assist in the plan approval and adoption process.

PROPOSAL CONTENT

Please provide:

- A statement of the objectives, goals and tasks to illustrate the firm's view and understanding of the proposed project.

- A description of deliverables to be provided.
- An outline of the firm's background and experience with similar projects and a list of personnel who will work on this project. The project manager identified in this proposal will remain in place throughout the project as long as he/she is still employed by the firm. Any changes in other key personnel assigned to the project will need written permission of the project manager.
- A detailed work plan that identifies major tasks to be completed. A timeline for those tasks will be used as a scheduling and management tool. Please identify any optional and add-alternate tasks in this area in a detailed cost breakdown.
- A detailed cost breakdown for the tasks to be performed. Please indicate any assumptions made (i.e. number of meetings, number of drafts, etc.) and include this information with the cost proposal. Total dollar cost for the entire project should also be included.
- Due to the nature of public and agency involvement, it is difficult to pinpoint the exact number of meetings that will be required before a project begins. The consultant is expected to make an educated guess at the number of these meetings in the work plan and in the cost breakdown. Please prepare a typical per meeting cost for the various meeting types expected as part of this project such as Park Board and City Council meetings, open houses, focus groups, etc.
- Proposed public engagement plan.

All proposals should be submitted via postal mail to:

Ann Kattreh, Parks & Recreation Director
 4801 W. 50th St.
 Edina, MN 55424
akattreh@edinamn.gov

All proposals must be received no later than 4 p.m. (central time) on June 4, 2014. Late proposals will not be considered.

Please submit ten copies of the proposal.

PROPOSAL EVALUATION

Representatives from the City of Edina will evaluate all responses received by the deadline. An interview may be a part of the evaluation process.

The proposals will be evaluated in four areas:

1. Project Understanding/Objectives
2. Qualifications/Experience of personnel working on the project
3. Work Plan/Schedule
4. Cost

The city will select a firm that provides a thorough public engagement process, can deliver the project in a timely manner, has quality personnel and experience in park system master planning and can deliver a quality final product for a reasonable cost.

It is expected that the evaluation and selection will be completed by June 20, 2014.